

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMPANY, INC.

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(P04)

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PLAYERS LIGHTS 25's
5 free in every pack.

Jackpot!

25 of the finest
for the price of 20.



Kings & 100's
Regular and Menthol



MO's suggested pricing based on full-price brands.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Kings: 15 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

